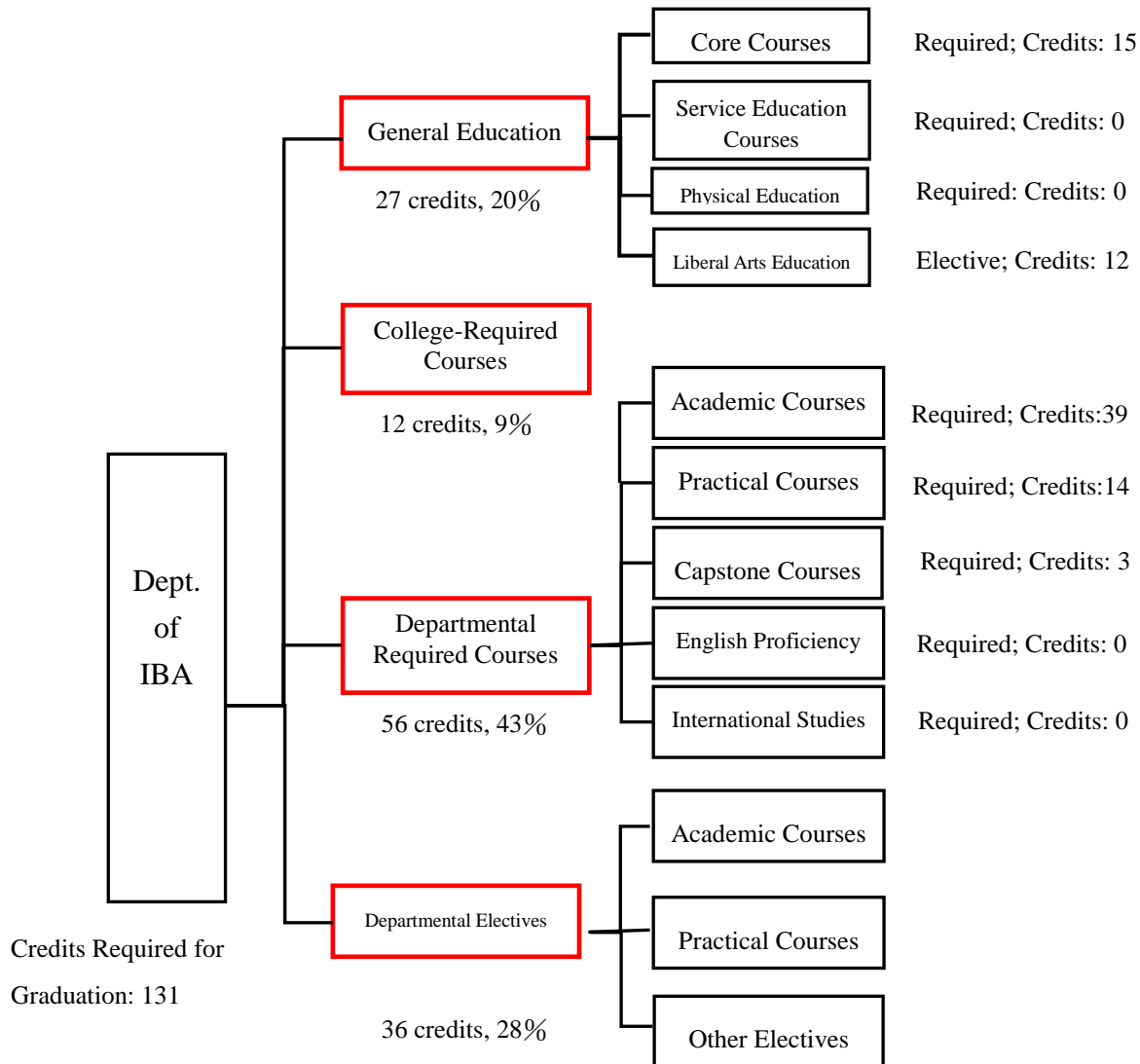


# Department of International Business Administration Curriculum Framework for Academic Year 2016



### To earn the B.Sc. IBA degree, students must complete:

1. General Education courses for a total of 27 credits. This includes all Required Core courses of 15 credits, Elective courses (Liberal Arts Education) of 12 credits and Service Education core course I and II (Service and Knowledge for Practice) of 0 credit.
2. Required courses from International College for a total of 12 credits.
3. Required courses from IBA Department for a total of 56 credits.
4. IBA Elective courses for a total of 36 credits. Students can choose Academic courses, Practical courses or Other Elective courses to fulfill the requirement of Departmental Elective credits ("Other Electives" can also be chosen from other departments of International College for a maximum of 12 credits).  
NOTE: Students will also be able to obtain the certificate from taking either Practical or Academic oriented courses or both if students complete up to 15 credits each course.
5. If students want to obtain the certificate from Practical Oriented Courses, students must take at least one Off-Campus Internship.
6. Achieve a minimum level of English proficiency as stipulated by the IBA department. English Proficiency Level requirement for graduation: a. GEPT of High- Intermediate-First Stage b. TOEFL PBT/ITP/IBT of scoring 527/527/70 c. TOEIC 750 d. IELTS of level 5.5 e. Cambridge Main Suite of level First Certificate in English (FCE) f. BULATS of ALTE Level 3 g. NETPAW of High- Intermediate-First Stage.
7. Students are required to study abroad prior to graduation. Regarding "International Studies" program please refer to "Regulations for Implementation of International Studies for Students of International College at I-Shou University".
8. Students who wish to participate in an internship have to submit an application. The students can intern domestic or abroad after their applications are reviewed and approved by the school. Students interning domestic or abroad should understand that their enrolment is limited to 9 credits for that semester. Internships will only be considered on a case-by-case basis. Intern abroad can be counted as "International Studies".

**Department of International Business Administration**  
**Curriculum Design for Academic Year 2016**

Category		Course Code	Course Title	Credits	Credit Requirement	Year/Semester	
General Education	Core Courses	Language Ability	A77111	English Reading	3	9 Required Credits	Year 1, Fall
			A77793	Chinese Literature	3		Year 1, Fall
			A77173	English Writing and Composition	3		Year 1, Spring
		Literacy and Humanity	A77792	Modern Culture & History	3	3 Required Credits (4 choose 1) Second and above can be counted as IC GE.	Year 1, Spring
			A77A01	World Culture			
			A77A02	Communication and Presentation Skill*			
	A77A03	Second Language					
	Information Ability	A77112	Information Systems for Business Management	3	3 Required Credits	Year 1, Fall	
		Service Education Courses		A93A10	Service Education I	0	0 Required Credits
			A93A11	Service Education II	0	Credits	Year 1, Spring
	Physical Education		A93A15	Physical Education I	0	0 Required Credits	Year 2, Fall
			A93A16	Physical Education II	0	Credits	Year 2, Spring
	Liberal Arts Education		TBA	IC GE	3	12 Elective Credits	TBA
			TBA	IC GE	3		TBA
			TBA	IC GE	3		TBA
			TBA	IC GE	3		TBA
	College-required Courses			A85804	Accounting I	3	12 Required Credits
			A85805	Economics I	3	Year 1, Fall	
			A85801	Management***	3	Year 1, Spring	
			A85803	Statistics I	3	Year 1, Spring	
Departmental Required Courses	Academic Courses	A77114	Managerial Mathematics	3	39 Required Credits	Year 1, Fall	
		A77115	Introduction to International Business	3		Year 1, Fall	
		A77123	Accounting II	3		Year 1, Spring	
		A77124	Economics II	3		Year 1, Spring	
		A77126	Organizational Behavior***	3		Year 2, Fall	
		A77213	Principles of Marketing**	3		Year 2, Fall	
		A77225	Ethics and Social Responsibility	3		Year 2, Fall	
		A77237	Statistics II	3		Year 2, Fall	
		A77231	Human Resource Management	3		Year 2, Fall	
		A77223	Operations Management	3		Year 2, Spring	
		A77226	International Marketing**	3		Year 2, Spring	
		A77227	Organization Theory	3		Year 2, Spring	
		A77351	Financial Management	3		Year 2, Spring	

Category		Course Code	Course Title	Credits	Credit Requirement	Year/Semester
	Practical Courses	A77127	Practicum in Readiness for Studying/Living Abroad	1	14 Required Credits	Year 1, Spring
		A77129	The Spirit of Life's Work (service-learning course)	1		Year 1, Spring
		A77201	English Speaking and Listening I	3		Year 2, Fall
		A77202	English Speaking and Listening II	3		Year 2, Spring
		A77301	Business English Conversation I	3		Year 3, Fall
		A77302	Business English Conversation II	3		Year 3, Spring
	Capstone Courses	A77429	Strategic Management	3	3 Required Credits	Year 4, Spring
Departmental Electives	Academic Courses	A77354	Marketing Management (K)	3	Take 15 credits out of 36 credits/ Concentration: International Marketing (IMKT:K), International Management (IMGT:G)	Year 3
		A77369	Supply Chain Management (K)	3		Year 3
		A77372	Marketing Research (K)	3		Year 3
		A77373	Consumer Behavior (K)	3		Year 3
		A77413	Project Management (K)	3		Year 4
		A77445	Technology and Innovation Management (K)	3		Year 4
		A77327	Small Business Entrepreneurship (G)	3		Year 3
		A77366	Business Environments (G)	3		Year 3
		A77444	Foundations of Organizational Development (G)	3		Year 3
		A77216	International Business Management (G)	3		Year 4
		A77331	Leadership (G)	3		Year 4
		A77344	Cross-Cultural Management(G)	3		Year 4
	Practical Courses	A77434	Services Marketing (K)	3	Take 15 credits out of 81 credits/ Concentration: International Marketing (IMKT:K), International Management (IMGT:G)	Year 3
		A77374	Strategic Marketing (K)	3		Year 4
		A77430	Electronic Marketing (K)	3		Year 4
		A77368	Innovation, Creativity and Change (G)	3		Year 3
		A77422	Group Communications and Team Building (G)	3		Year 3
		A77367	International Business Protocols and Etiquette (G)	3		Year 4
		A77217	Special Topic in International Management I	3		Year 2
		A77233	Special Topic in International Marketing I	3		Year 2
		A77228	Special Topic in International Management II	3		Year 2
		A77229	Special Topic in International Marketing II	3		Year 2
A77239	Information Management	3	Year 2			
A77234	Quality Management	3	Year 2			

Category	Course Code	Course Title	Credits	Credit Requirement	Year/Semester	
	A77236	Overseas Study	3	21 Elective Credits	Year 3	
	A77341	Application of International Economy	3		Year 3	
	A77338	Data Collecting & Processing	3		Year 3	
	A77352	Financial Statement Analysis	3		Year 3	
	A77431	Training and Development	3		Year 3	
	A77423	International Recruitment and Selection	3		Year 4	
	A77446	International Business Magazine Reading	3		Year 4	
	A77447	Business English Writing	3		Year 4	
	A77130	Study Skills for ESL Learners	3		Year 1	
	Off-campus Internship	A77357	Industry Internship-International Management I		3	Year 3
		A77362	Industry Internship - International Marketing I		3	Year 3
		A77375	Industry Internship-International Management II		3	Year 3
		A77376	Industry Internship-International Management III		3	Year 3
		A77377	Industry Internship - International Marketing II		3	Year 3
		A77378	Industry Internship - International Marketing III		3	Year 3
	Other Electives	A77238	Legal Environment of Business		3	Year 2
		A77235	Managerial Psychology		3	Year 2
		A77323	The Economy of China		3	Year 3
		A77324	The Economics of Development		3	Year 3
		A77326	Problem Solving and Decision Making		3	Year 3
		A77329	Money and Banking		3	Year 3
		A77342	Operations Research		3	Year 3
		A77347	Competiveness of Nations		3	Year 3
		A77411	Introduction to Logistics		3	Year 3
		A77414	Demand Forecasting and Revenue Management		3	Year 4
		A77427	International Human Resource Development		3	Year 4
		A77435	Cross-Cultural Marketing		3	Year 4
A77330		Knowledge Management	3	Year 3		

Note: IBA department may change the courses above to meet the students' need.

\* Can take EM Presentation and Communication Skill as "4 choose 1".

\*\*A77213 Principles of Marketing with a passing score 60 is the prerequisite for A77226 International Marketing and all IMKT concentration electives.

\*\*\*A77126 Organizational Behavior and A85801 Management with passing score 60 are prerequisites for all IMGT concentration electives.

**I-SHOU UNIVERSITY**  
**Department of International Business Administration**  
**4-Year Curriculum for Students Admitted in Academic Year 2016**

**\* Credits Required for Graduation at the Department of IBA: 131**

1. GE Required Credits: 15
2. GE Elective Credits (Liberal Arts Education): 12
  - a. The second and above “4 choose 1” core course can be counted as GE Elective.
  - b. English taught ISU GE electives can be counted as IC GE but no more than 6 credits.
3. Service Education Required Credits: 0
4. PE Required Credits: 0
5. College-required Credits: 12
6. Departmental Required Credits: 56, including Academic Courses: 39, Practical Courses: 14, Capstone Courses: 3.
7. Department Elective Credits: 36 (Students may take academic courses, practical courses or elective courses to fulfill the requirement of department elective credits)
  - A. Academic Courses: 15 credits: Take 15 credits out of 36 credits.
  - B. Practical Courses: 15 credits: Take 15 credits out of 81 credits
  - C. Elective Credits: 21

No more than 12 credits from the courses offered by other departments of International College will be recognized by the Department.

**Note:**

1. Students must satisfy the minimum English proficiency level which as stipulated by the IBA department.
2. Students are required to study abroad prior to graduation. Regarding “International Studies” program please refer to” Regulations for Implementation of International Studies for Students of International College at I-Shou University”.

**4 Year Curriculum of International Business Administration Department 2016**  
**Freshman Year (2016)**

Category	Code	Course	Fall	Spring	Core/ Elective	Remarks
GE	A77111	English Reading	3		C	Core
	A77112	Information Systems for Business Management	3		C	Core
	A77793	Chinese Literature	3		C	Core
	A93A10	Service Education I	0		C	
	A93A11	Service Education II		0	C	
	A77173	English Writing and Composition		3	C	Core
	TBD	Literacy and Humanity (4 choose 1)		3	C	Core
IC Core Course	A85804	Accounting I	3		C	
	A85805	Economics I	3		C	
	A85801	Management		3	C	
	A85803	Statistics I		3	C	
IBA Core Courses	A77114	Managerial Mathematics	3		C	Academic
	A77115	Introduction to International Business	3		C	Academic
	A77127	Practicum in Readiness for Studying/Living Abroad		1	C	Practical
	A77129	The Spirit of Life's Work (service-learning course)		1	C	Practical
	A77123	Accounting II		3	C	Academic
	A77124	Economics II		3	C	Academic
IBA Elective Course	A77130	Study Skills for ESL Learners		3	E	Practical
<b>Total Required credits for this year</b>			<b>41</b>			

### Sophomore Year (2017)

Category	Code	Course	Fall	Spring	Core/Elective	Remarks
GE	A93A15	Physical Education I	0		C	
	A93A16	Physical Education II		0	C	
	A77201	English Speaking and Listening I	3		C	Practical
	A77126	Organizational Behavior*	3		C	Academic
	A77213	Principles of Marketing*	3		C	Academic
	A77225	Ethics and Social Responsibility	3			Academic
	A77237	Statistics II	3		C	Academic
	A77231	Human Resource Management	3		C	Academic
	A77202	English Speaking and Listening II		3	C	Practical
	A77223	Operations Management		3	C	Academic
	A77226	International Marketing		3	C	Academic
	A77227	Organization Theory		3	C	Academic
	A77351	Financial Management		3	C	Academic
Electives	A77217	Special Topic in International Management I		3	E	Practical
	A77233	Special Topic in International Marketing I		3	E	Practical
	A77228	Special Topic in International Management II		3	E	Practical
	A77229	Special Topic in International Marketing II		3	E	Practical
	A77238	Legal Environment of Business		3	E	
	A77239	Information Management		3	E	Practical
	A77234	Quality Management		3	E	Practical
	A77235	Managerial Psychology		3	E	
<b>Total Required credits for this year</b>			33			

\*A77213 Principles of Marketing with a passing score 60 is the prerequisite for A77226 International Marketing and all K concentration electives.

\*A77126 Organizational Behavior and A85801 Management with passing score 60 are prerequisites for all G concentration electives.

### Junior Year (2018)

Category	Code	Course	Fall	Spring	Core/Elective	Remarks
IBA Core Courses	A77301	Business English Conversation I	3		C	Practical
	A77302	Business English Conversation II		3	C	Practical
Electives	A77434	Services Marketing		3	E	Practical /K
	A77354	Marketing Management		3	E	Academic /K
	A77369	Supply Chain Management		3	E	Academic /K
	A77372	Marketing Research		3	E	Academic /K
	A77373	Consumer Behavior		3	E	Academic /K
	A77327	Small Business Entrepreneurship		3	E	Academic /G
	A77366	Business Environments		3	E	Academic /G
	A77368	Innovation, Creativity and Change		3	E	Practical /G
	A77422	Group Communications and Team Building		3	E	Practical /G
	A77444	Foundations of Organizational Development		3	E	Academic /G
	A77236	Overseas Study		3	E	Practical
A77323	The Economy of China		3	E		

Category	Code	Course	Fall	Spring	Core/Elective	Remarks
	A77324	The Economics of Development		3	E	
	A77326	Problem Solving and Decision Making		3	E	
	A77329	Money and Banking		3	E	
	A77341	Application of International Economy		3	E	Practical
	A77342	Operations Research		3	E	
	A77347	Competiveness of Nations		3	E	
	A77338	Data Collecting & Processing		3	E	Practical
	A77352	Financial Statement Analysis		3	E	Practical
	A77357	Industry Internship- International Management I		3	E	Off Campus
	A77362	Industry Internship - International Marketing I		3	E	Off Campus
	A77375	Industry Internship- International Management II		3	E	Off Campus
	A77376	Industry Internship- International Management III		3	E	Off Campus
	A77377	Industry Internship - International Marketing II		3	E	Off Campus
	A77378	Industry Internship - International Marketing III		3	E	Off Campus
	A77411	Introduction to Logistics		3	E	
	A77431	Training and Development		3	E	Practical
	A77330	Knowledge Management		3	E	
<b>Total Required credits for this year</b>			<b>6</b>			

### Senior Year (2019)

Category	Code	Course	Fall	Spring	Core/Elective	Remarks
IBA Core Courses	A77429	Strategic Management		3	C	Capstone/ Academic
Electives	A77374	Strategic Marketing		3	E	Practical /K
	A77413	Project Management		3	E	Academic /K
	A77430	Electronic Marketing		3	E	Practical /K
	A77445	Technology and Innovation Management		3	E	Academic /K
	A77216	International Business Management		3	E	Academic /G
	A77331	Leadership		3	E	Academic /G
	A77344	Cross-Cultural Management		3	E	Academic /G
	A77367	International Business Protocols and Etiquette		3	E	Practical /G
	A77414	Demand Forecasting and Revenue Management		3	E	
	A77423	International Recruitment and Selection		3	E	Practical
	A77427	International Human Resource Development		3	E	
	A77435	Cross-Cultural Marketing		3	E	
	A77446	International Business Magazine Reading			3	
A77447	Business English Writing			3		Practical
<b>Total Required credits for this year</b>			<b>3</b>			

Note: IBA department may change the courses above to meet the students' need.